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TO AMEMBASSY SEOUL

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E.O. 11652: N/A

TAGS: BEXP

SUBJECT: FY 1976 COUNTRY COMMERCIAL PROGRAM FOR KOREA -
THIRD AND FOURTH QUARTER REVIEWS

REFS: A. SEOUL 2667 B. SEOUL 5707

1. JOINT THIRD AND FOURTH QUARTER COUNTRY COMMERCIAL
PROGRAM (CCP) REVIEWS HELD AUGUST 4. AS RECOMMENDED
REFTELS, EA/EX REPRESENTATIVE ATTENDED MEETING.

2. YEARLY RESULTS TO DATE, AS CONVEYED PARA FOUR OF
SEOUL 5707, MOST IMPRESSIVE, AND WCAG WISHES TO CONGRATU-
LATE CCAG ON SUBSTANTIAL RESULTS OBTAINED. WE NOTE THAT
RESULTS HAVE EXCEEDED TARGETS IN ALMOST EVERY INSTANCE.
WISH ALSO TO EXPRESS APPRECIATION FOR IMAGINATIVE AND
FLEXIBLE WAY IN WHICH CCAG HAS CARRIED OUT PROGRAM,
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EXAMPLES BEING FURTHER REFINEMENT OF SPIN-OFF CONCEPT,

SHIFTING FROM MARKET BRIEF TO BSP'S IN PRINTING AND GRAPHIC ARTS, AND RESPONSE TO CHANGING CIRCUMSTANCES OF MARKET RESEARCH PROGRAM.

3. OIM REPRESENTATIVES BRIEFED WCAG ON PLANNED SECTORAL SURVEY. GENERAL AGREEMENT AS TO VALIDITY OF THIS CONCEPT IN KOREAN CONTEXT, WCAG INFORMED THAT BIC PLANS PUBLISH

SURVEY IN STANDARD FORMAT (E.G. VENEZUELAN AND NIGERIAN STUDIES) AND THAT OIM PLANS DEVELOP CAMPAIGN TO PUBLICIZE SURVEY AND ITS AVAILABILITY TO BUSINESS COMMUNITY. COUNTRY MARKETING MANAGER (CMM) FOR EAST ASIA REPORTED BRIEFLY ON VISIT TO SEOUL DURING APRIL AND MAY IN CONNECTION WITH FY 77 CCP AND SEVENTH MINISTERIAL MEETING. WCAG AGREED THAT IT WOULD BE INTERESTED TO RECEIVE AT NEXT MEETING BRIEFING BY EX-IM REPRESENTATIVE ON CURRENT EX-IM VIEWS IN LIGHT OF PRESIDENT DUBRUL'S AUGUST VISIT TO SEOUL.

4. COMMENTS ON SPECIFIC ITEMS (BOTH REPORTS) FOLLOW.

ANNEX B - WCAG DELIGHTED TO LEARN THAT APRIL SPIN-OFF MOST SUCCESSFUL EVENT TO DATE.

ANNEX C - LOOK FORWARD TO RESULTS OF JULY SPIN-OFF EXHIBITION AND BUSINESS INFORMATION CENTER PLANNED FOR KOREAN ELECTRONICS SHOW.

ANNEX F - WCAG WOULD BE INTERESTED TO KNOW OF CAMPAIGN REVIVED BECAUSE RESOURCES NOW AVAILABLE OR BECAUSE OUTLOOK HAS CHANGED. NOTE THAT FORWARD EVENTS SCHEDULE INCLUDES SEMINAR DURING OCTOBER.

ANNEX G - ON MAJOR PROJECTS, WE ARE GENERALLY PLEASED WITH EMBASSY'S REPORTING IN THIS AREA. ON SUCCESSES MENTIONED REF B. ANNEX G, WE ARE UNAWARE THAT SHORT LISTS FOR CONSULTANTS ON INTEGRATED WATER SUPPLY PROJECT AND INDUSTRIAL MACHINERY COMPLEX PROJECTS HAVE BEEN PREPARED AND WOULD APPRECIATE FURTHER DETAILS. WE ARE ALSO INTERESTED IN ADDITIONAL REPORTING ON SIGNIFICANT ACTIONS TAKEN BY UNCLASSIFIED

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EMBASSY ON MAJOR PROJECTS TO BETTER GAUGE SUCCESSES ATTRIBUTABLE TO USG PROGRAMS.

ANNEX H - REVISIONS NOTED. WCAG WILL CONTINUE TO FOLLOW WITH INTEREST POST'S MARKET RESEARCH EFFORT, WHICH HAS PRODUCED VOLUME OF QUALITY MATERIAL. APPRECIATE PROMPT RESPONSES TO AD HOC REQUESTS, WHICH REFLECT USUAL HIGH QUALITY OF EMBASSY REPORTING. KISSINGER

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